



GODBE RESEARCH
Gain Insight



City of Hayward: 2014 Resident Satisfaction Survey

December 9, 2014

Overview and Research Objectives

The City of Hayward commissioned Godbe Research to conduct a survey of residents with the following research objectives:

- Learn their overall perceptions of living in Hayward;
- Gauge their satisfaction with the job the City is doing to provide resident services and programs;
- Gathering feedback on:
 - Satisfaction with City services;
 - Public safety and police services;
 - Public facilities, shopping behavior and business needs;
 - Contacting the City and customer service; and
 - Communication and public information; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

➤ Data Collection	Telephone Interviewing
➤ Universe	110,003 adult residents in the City of Hayward
➤ Fielding Dates	September 18 through September 21, 2014
➤ Interview Length	20 minutes
➤ Sample Size	406 adult residents ages 18 and older
➤ Margin of Error	± 4.85%

Methodology – Margin of Error

<i>n</i> =	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1000	1.85%	2.47%	2.83%	3.02%	3.08%
900	1.95%	2.60%	2.98%	3.19%	3.25%
800	2.07%	2.76%	3.16%	3.38%	3.45%
600	2.39%	3.19%	3.66%	3.91%	3.99%
500	2.62%	3.50%	4.01%	4.28%	4.37%
450	2.77%	3.69%	4.23%	4.52%	4.61%
406	2.91%	3.88%	4.45%	4.76%	4.85%
350	3.14%	4.18%	4.79%	5.12%	5.23%
300	3.39%	4.52%	5.18%	5.54%	5.65%
250	3.71%	4.95%	5.67%	6.07%	6.19%
200	4.15%	5.54%	6.35%	6.78%	6.92%
150	4.80%	6.40%	7.33%	7.83%	8.00%
100	5.88%	7.84%	8.98%	9.60%	9.80%

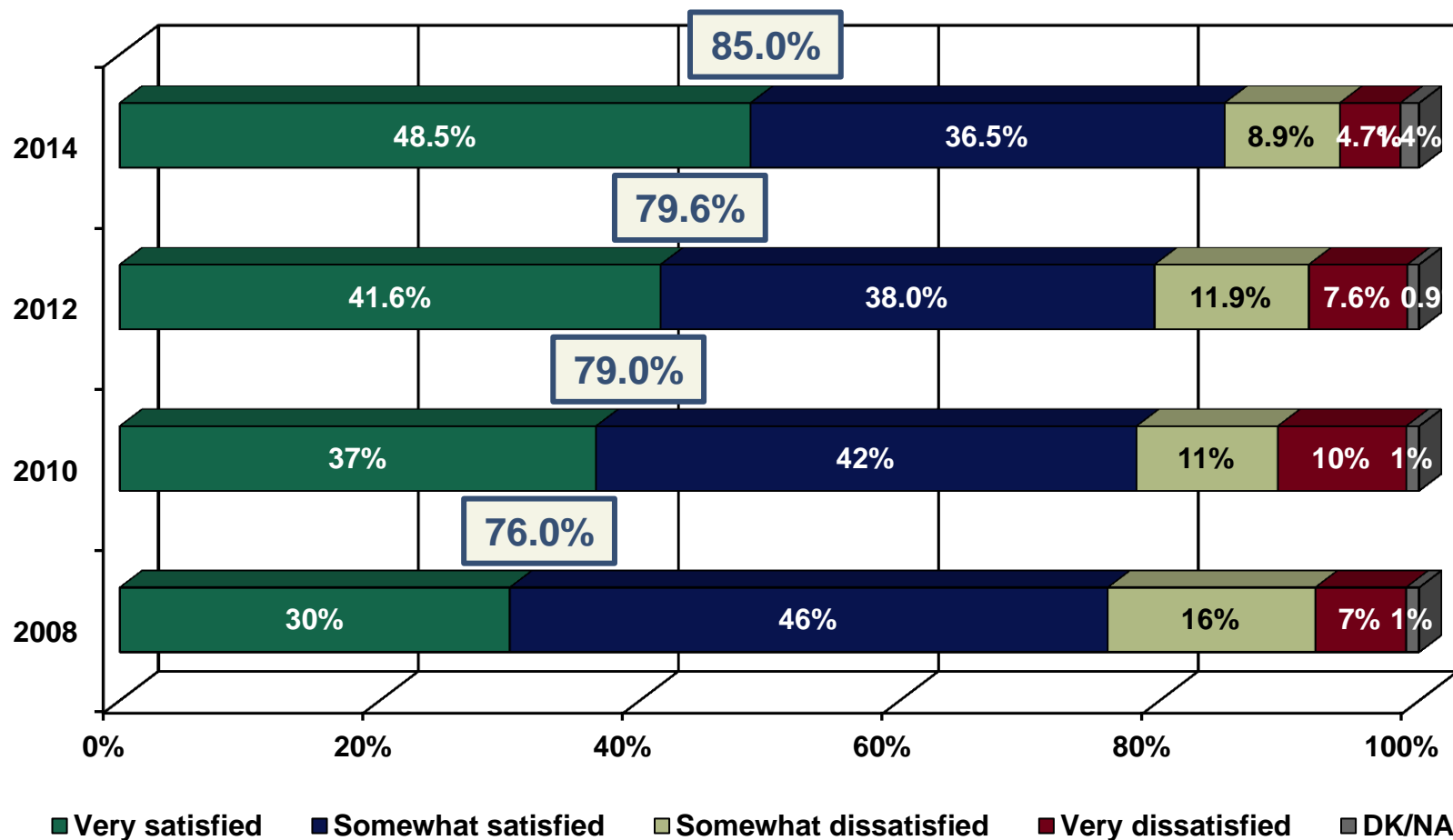


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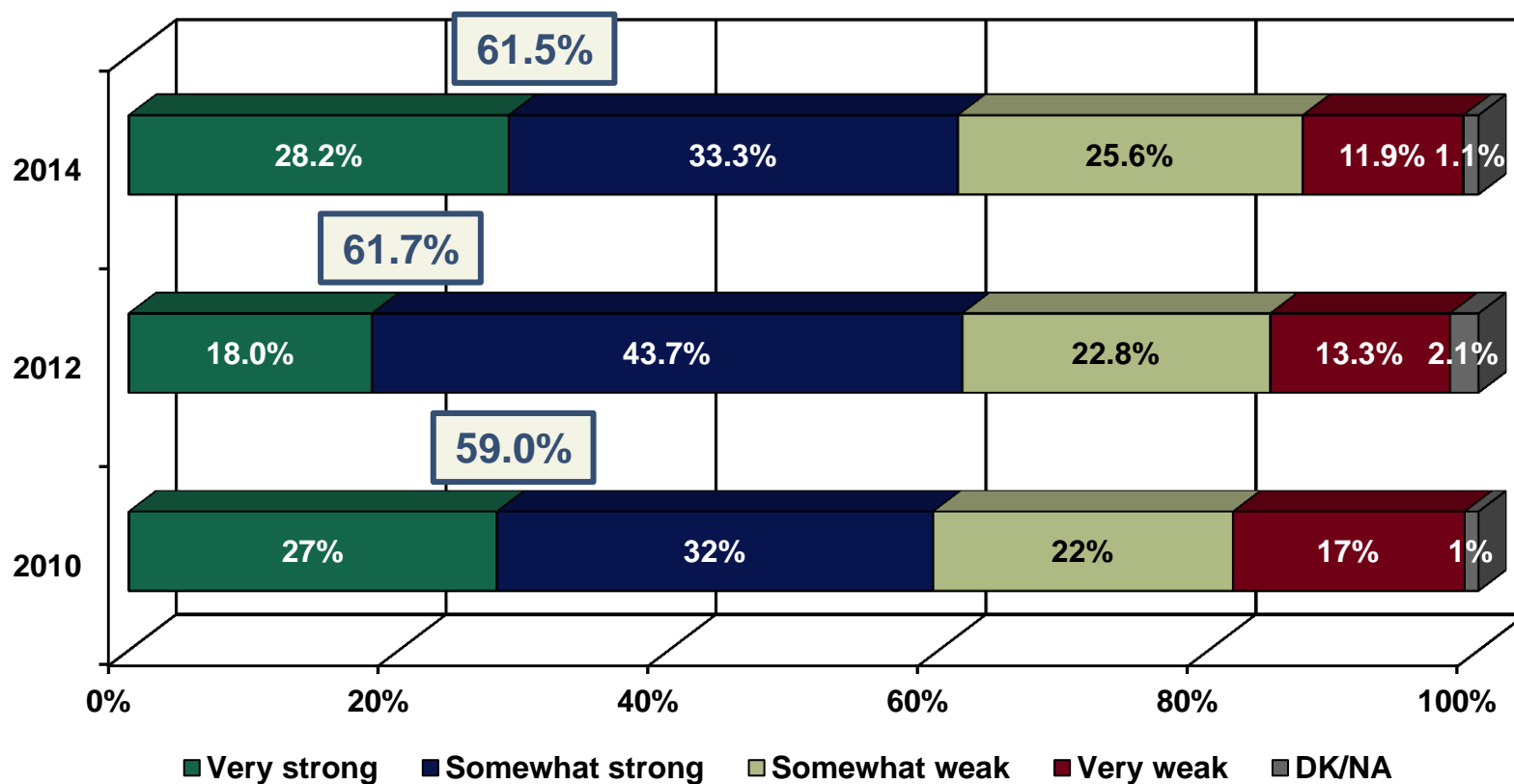


Living in Hayward

Q1. Satisfaction with Quality of Life



Q2. Sense of Neighborhood



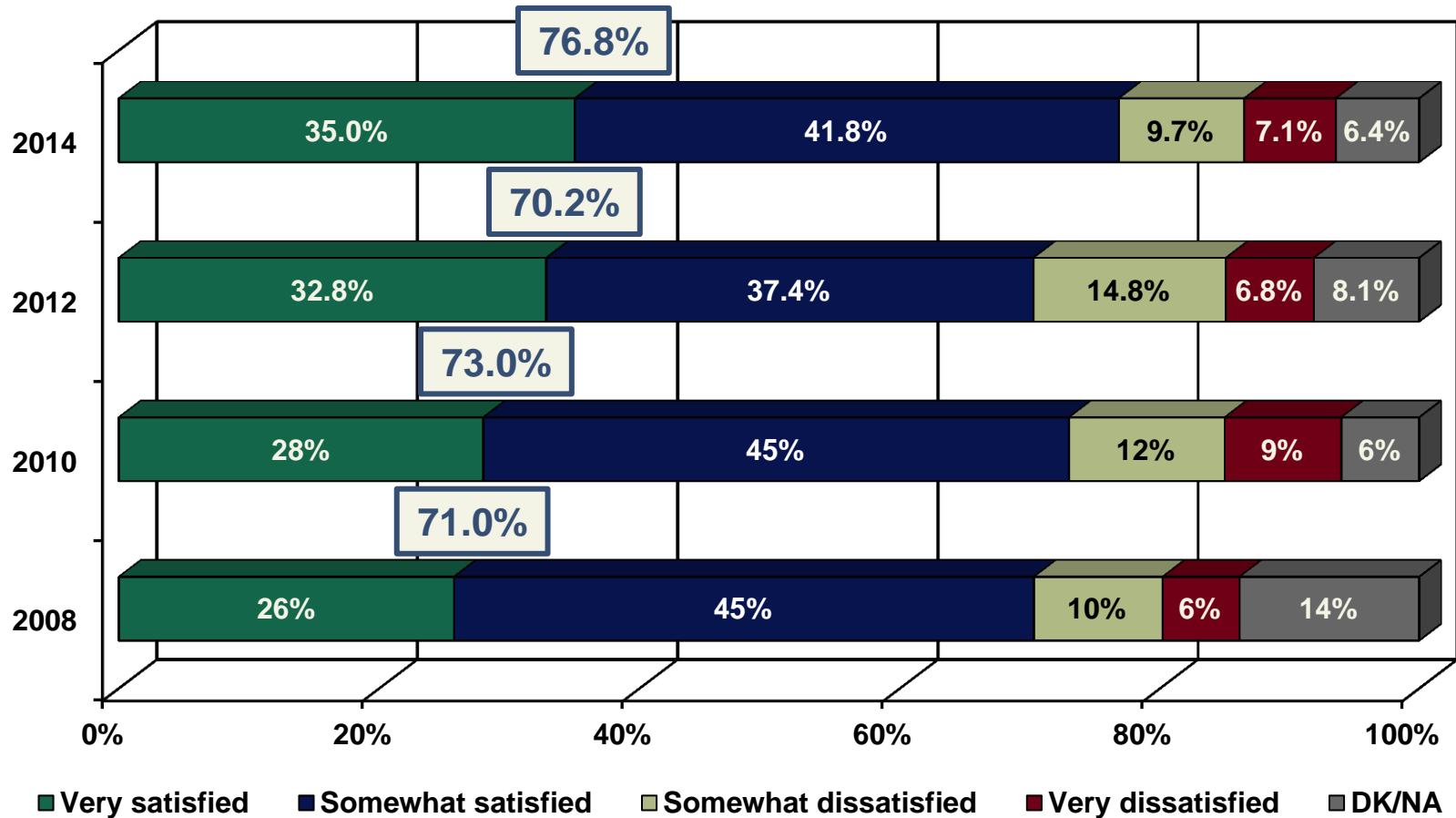


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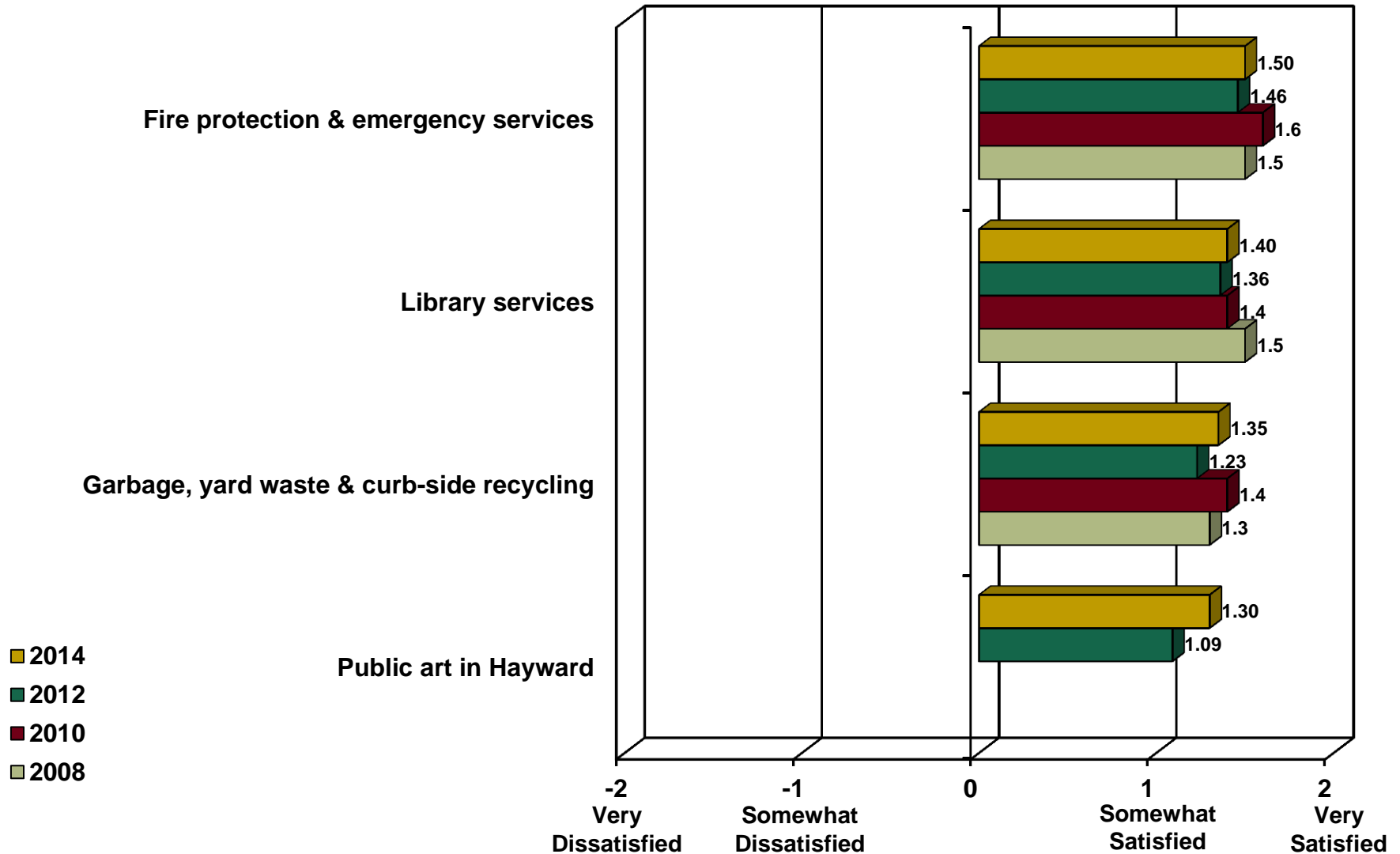


Satisfaction with City Services

Q3. Overall Satisfaction with City Services

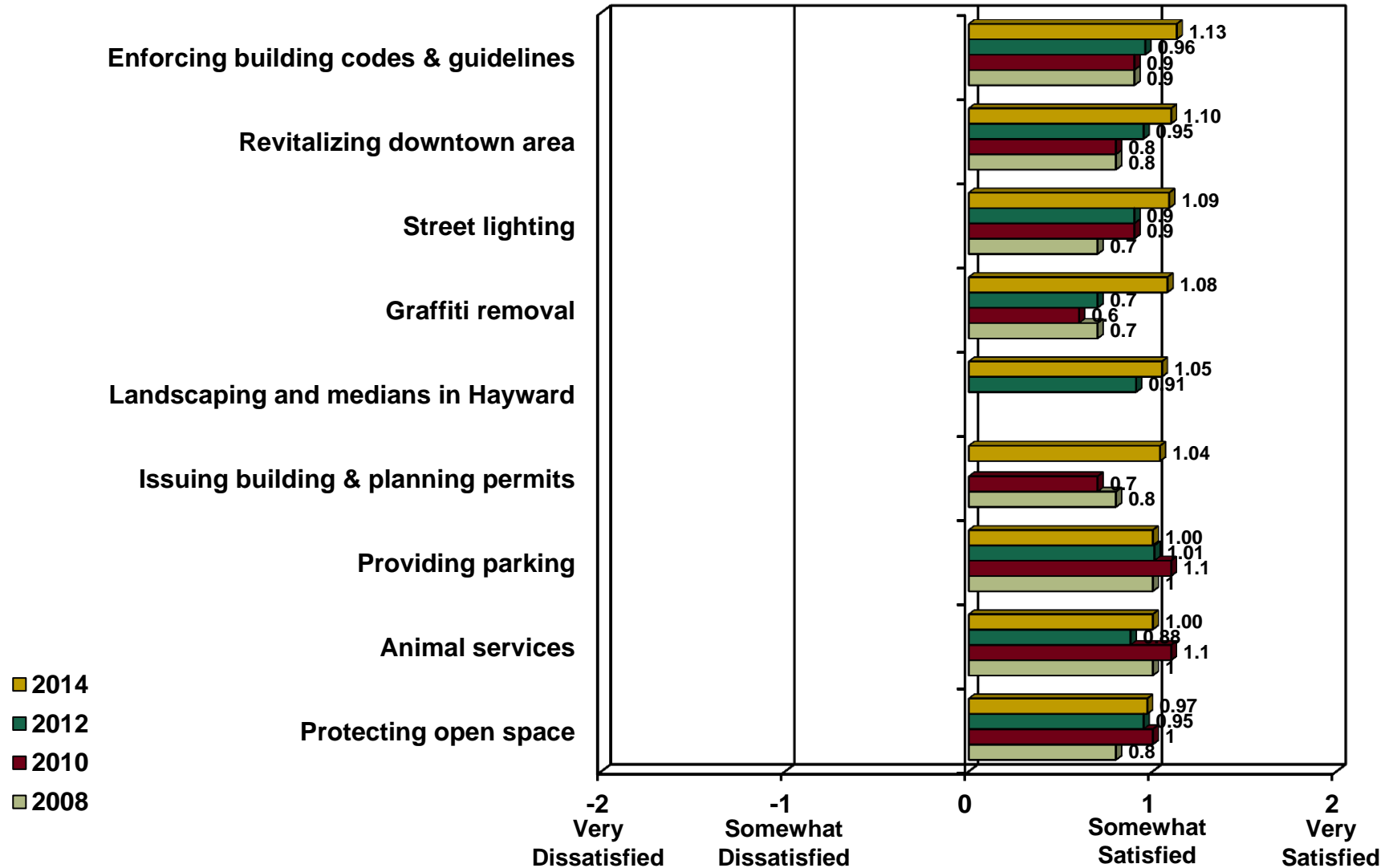


Q4. Ratings of City Services – Tier 1



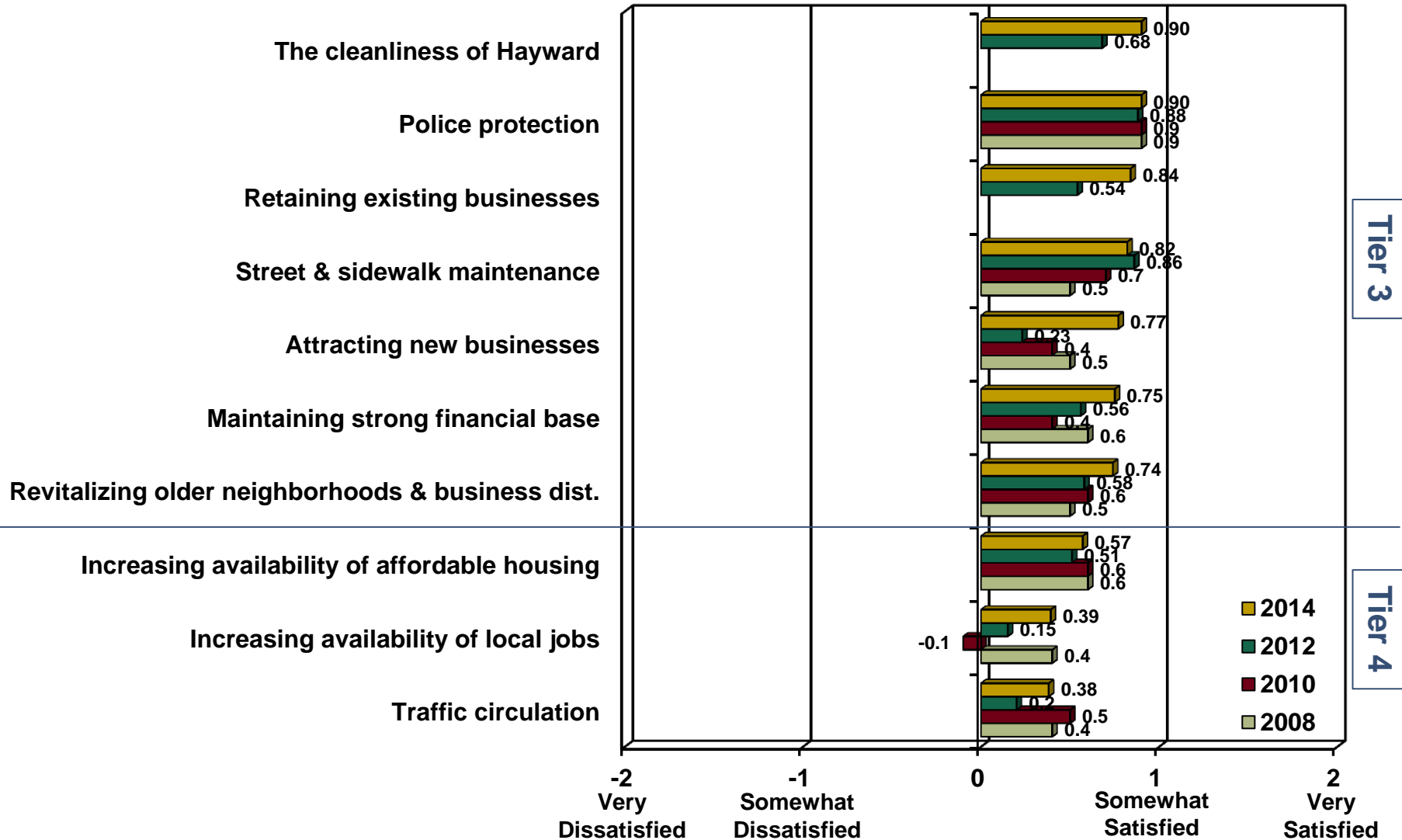
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

Q4. Ratings of City Services – Tier 2



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

Q4. Ratings of City Services – Tiers 3 to 4



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

Q4. Derived Importance & Satisfaction

	Derived Imp.	Satisfaction
4H. Graffiti removal	0.126	1.08
4P. Library services	0.083	1.40
4L. Maintaining a strong financial base to fund City programs and services	0.062	.75
4I. Protecting open space	0.058	.97
4A. Police protection	0.058	.90
4Q. Garbage, yard waste, and curb-side recycling	0.018	1.35
4W. Issuing building and planning permits	0.001	1.04
4D. Street and sidewalk maintenance	-0.007	.82
4B. Traffic circulation	-0.009	.38
4E. Street lighting	-0.012	1.09
4T. The cleanliness of Hayward	-0.015	.90
4K. Increasing the availability of local jobs	-0.018	.39
4N. Revitalizing the downtown area	-0.024	1.10
4F. Providing parking throughout the City	-0.025	1.00
4V. Landscaping and medians in Hayward	-0.028	1.05
4C. Fire protection and emergency services	-0.031	1.50
4U. Public art in Hayward	-0.036	1.30
4G. Enforcing building codes and guidelines for quality and safe development in Hayward	-0.039	1.13
4R. Animal services, such as stray animal catching or animal licensing	-0.046	1.00
4M. Revitalizing older neighborhoods and business districts	-0.047	.74
4J. Attracting new businesses to the City	-0.047	.77
4S. Retaining existing businesses	-0.051	.84
4O. Increasing the availability of affordable housing	-0.054	.57

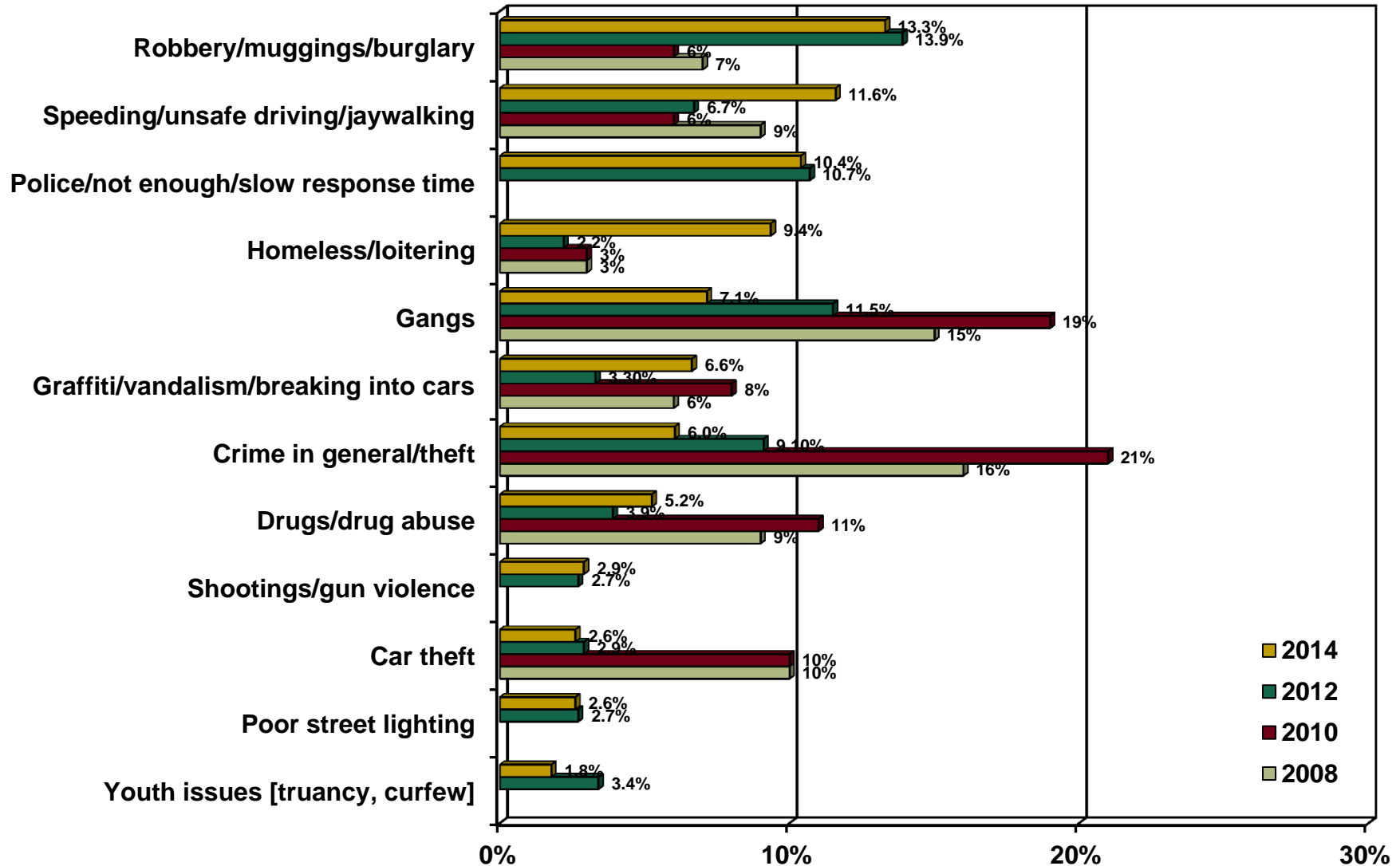


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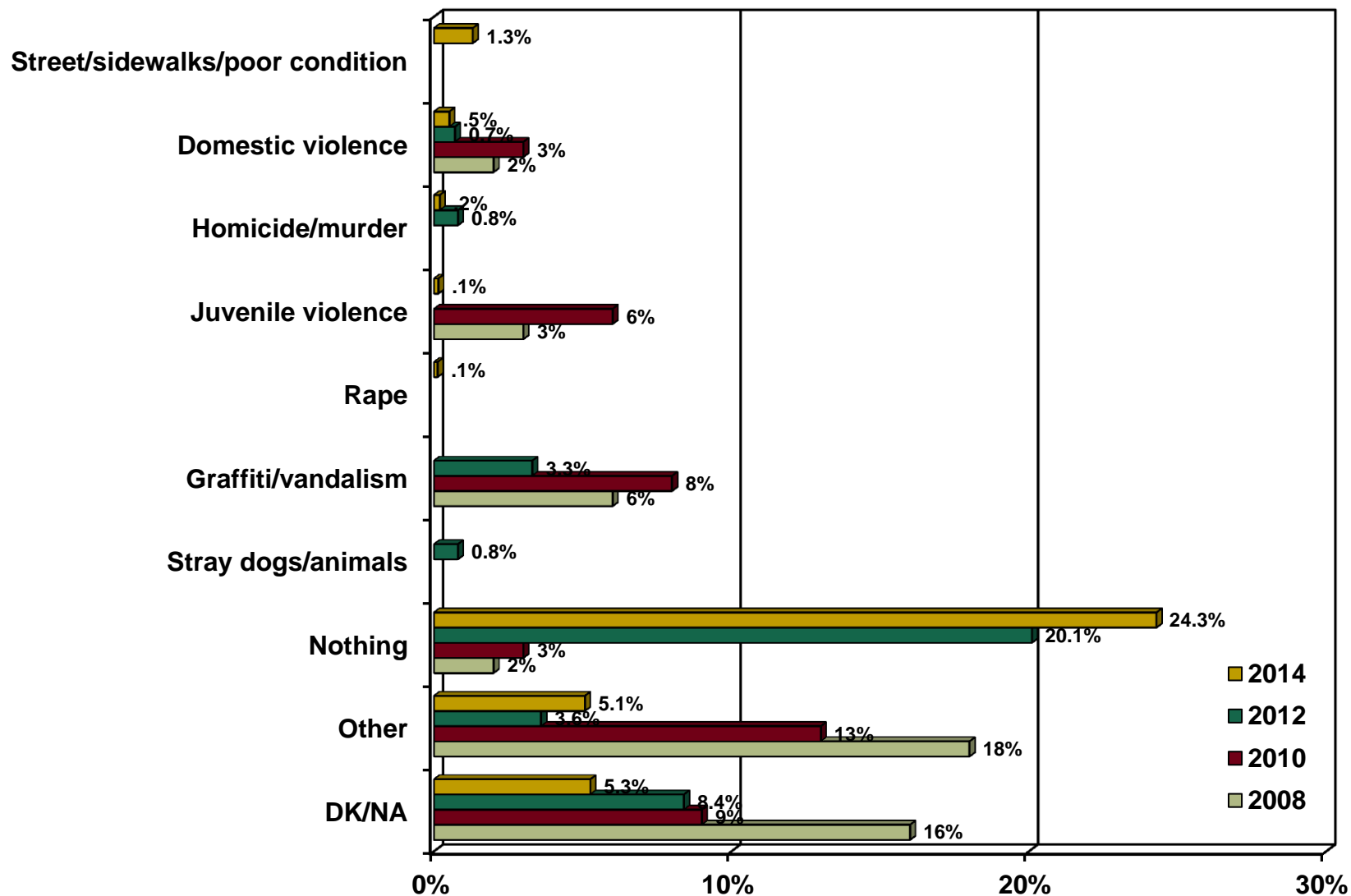


Public Safety and Police Services

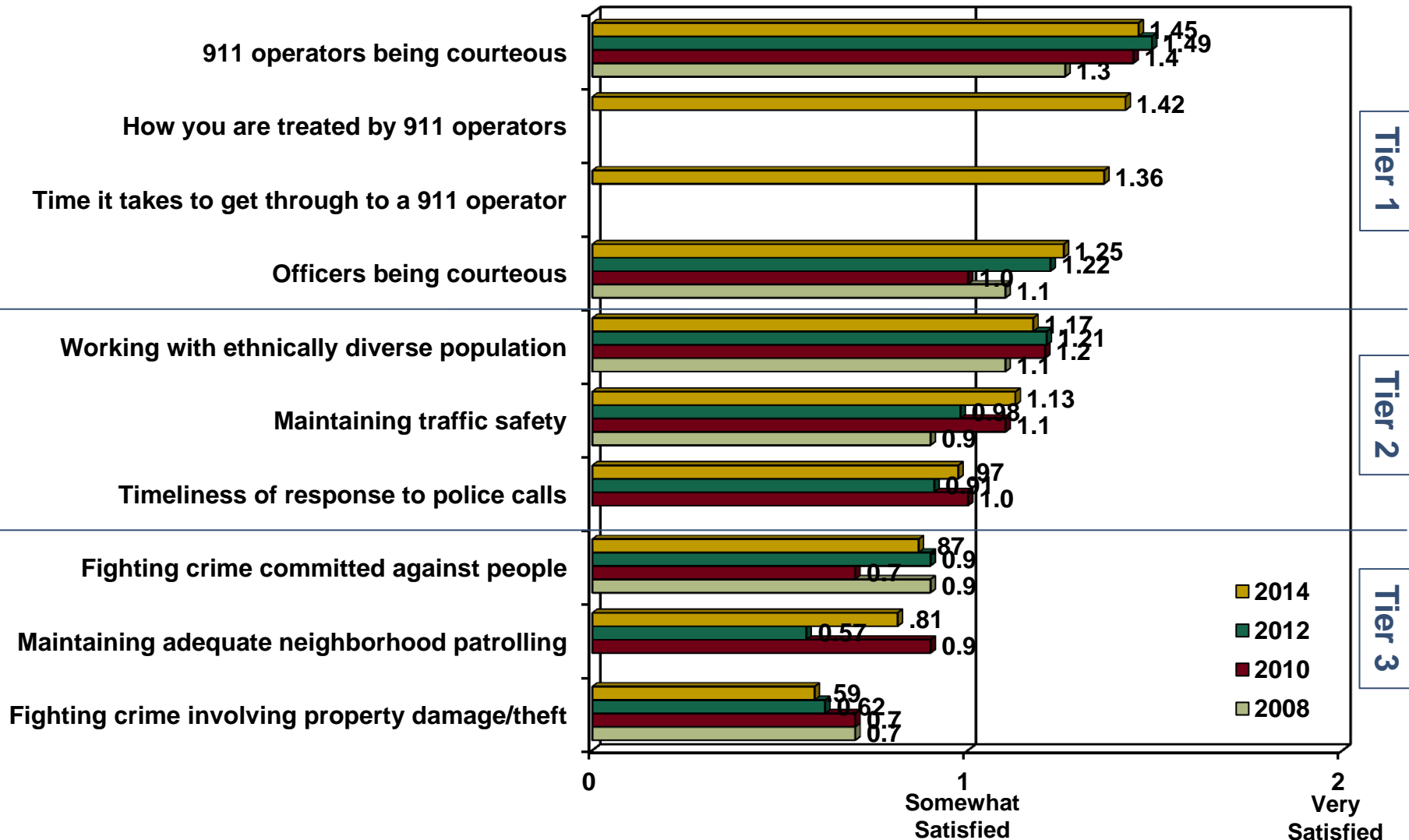
Q5. Public Safety Concerns



Q5. Public Safety Concerns (Continued)



Q6. Satisfaction with Police Services



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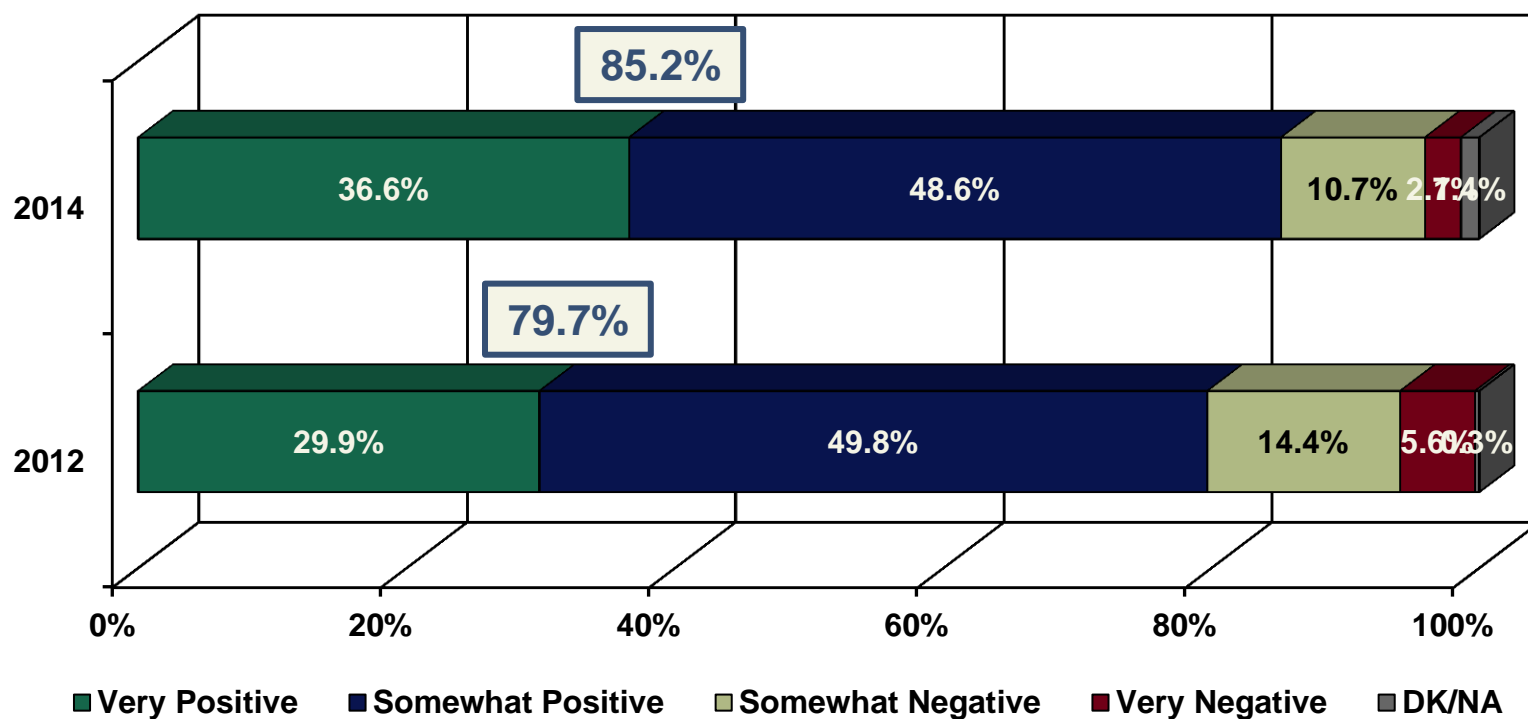


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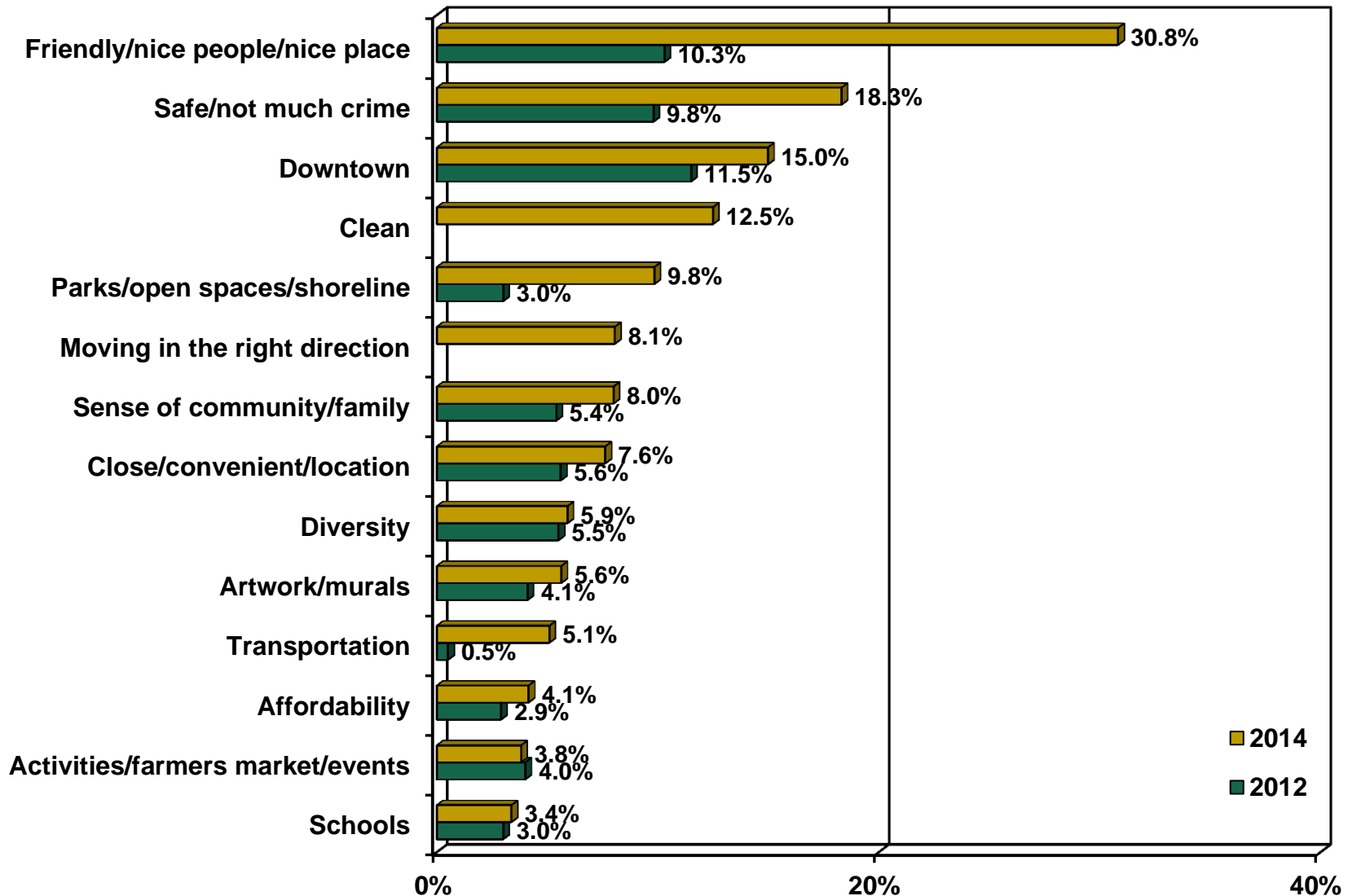


Public Facilities, Shopping Behavior and Business Needs

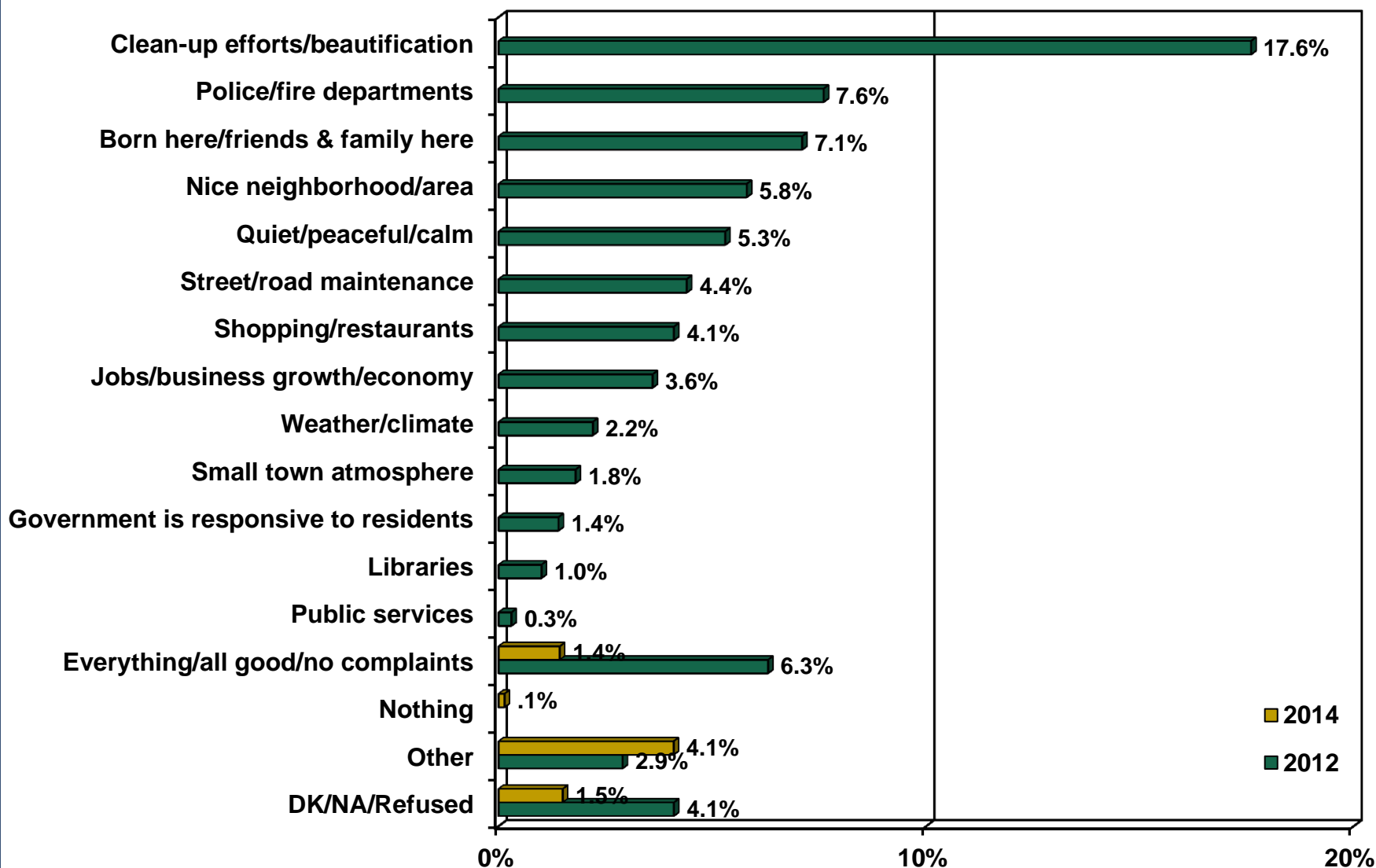
Q7. Perceived Image of Hayward



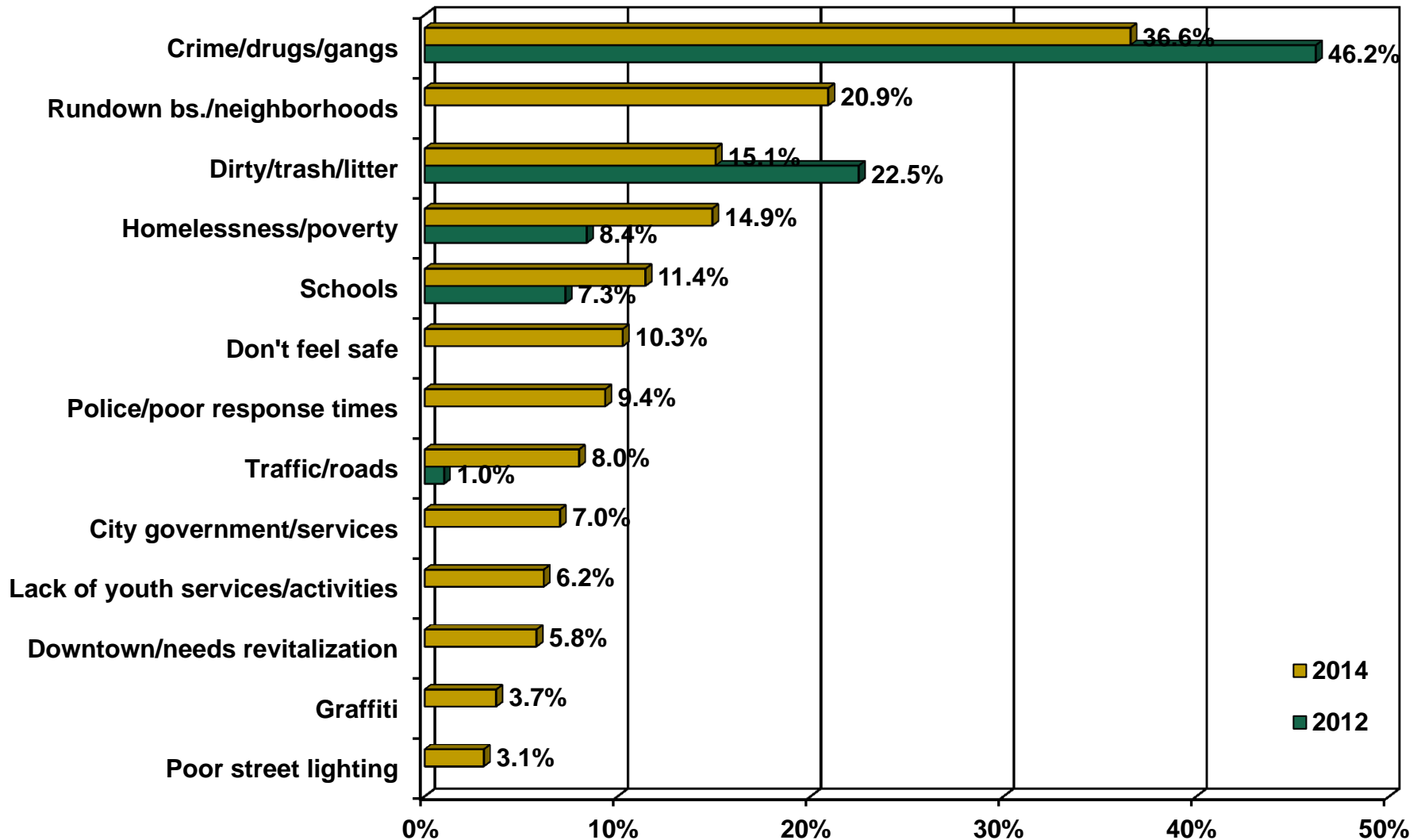
Q8. Contributing Factors to Positive Image



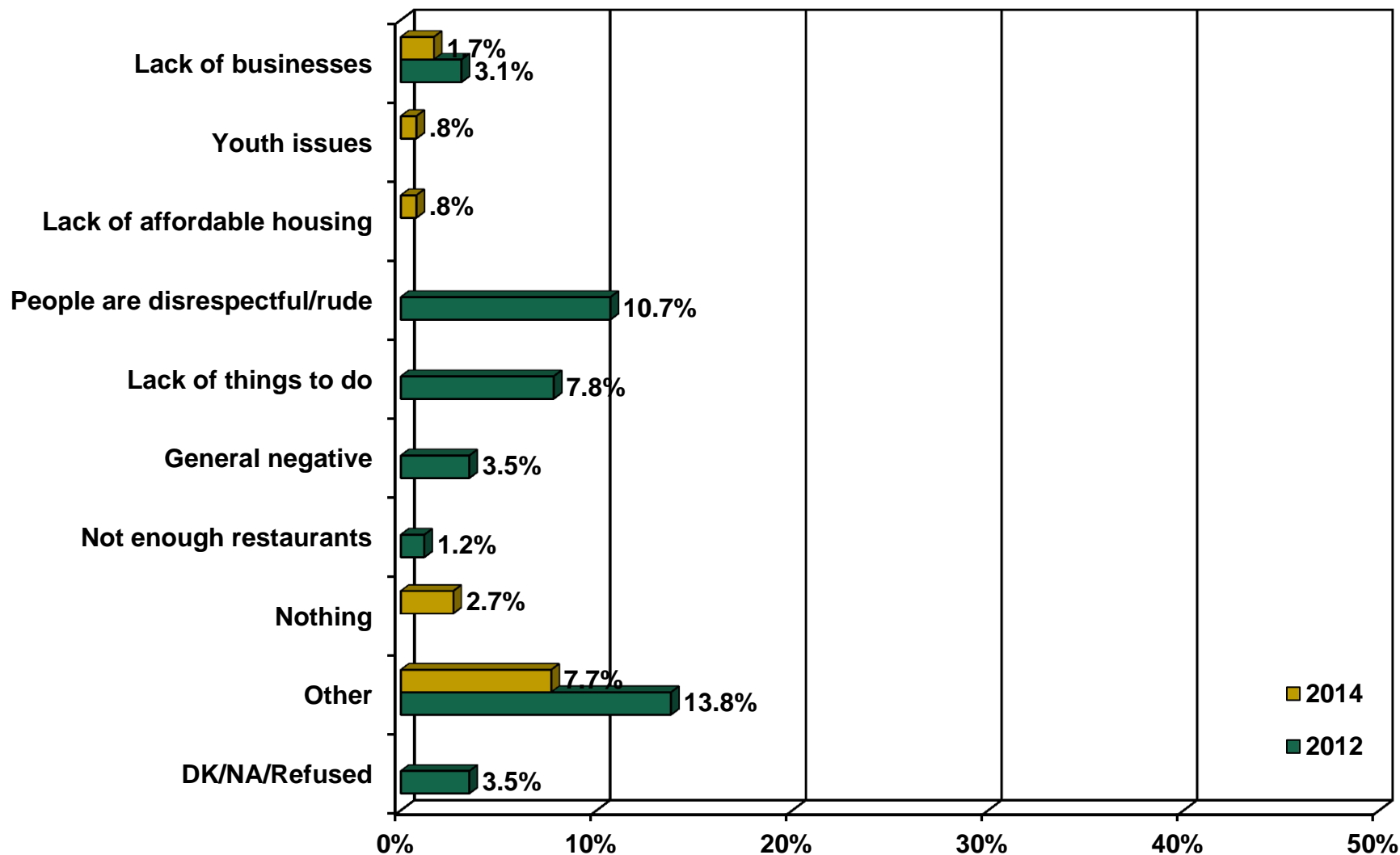
Q8. Contributing Factors to Positive Image (Continued)



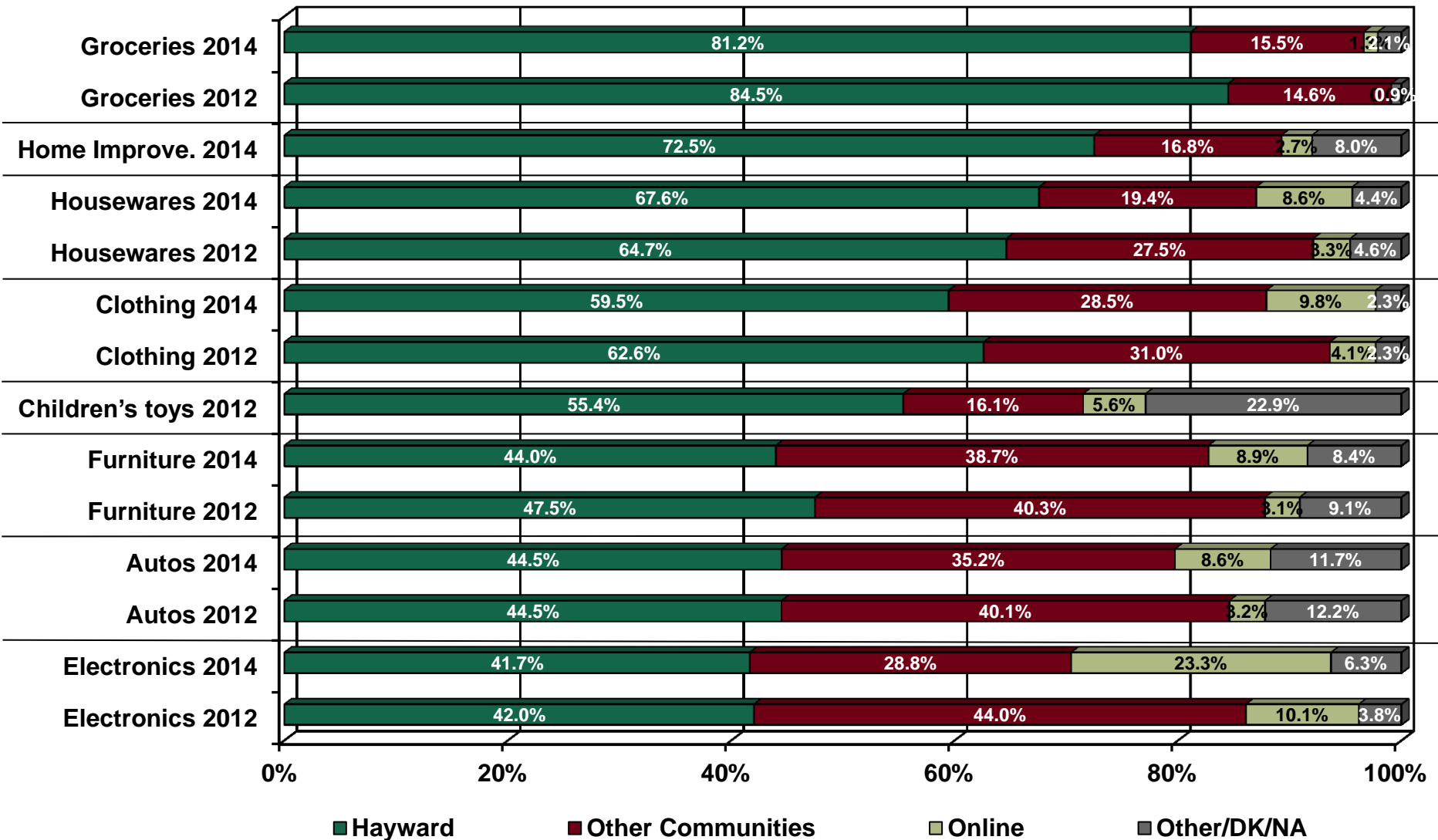
Q9. Contributing Factors to Negative Image



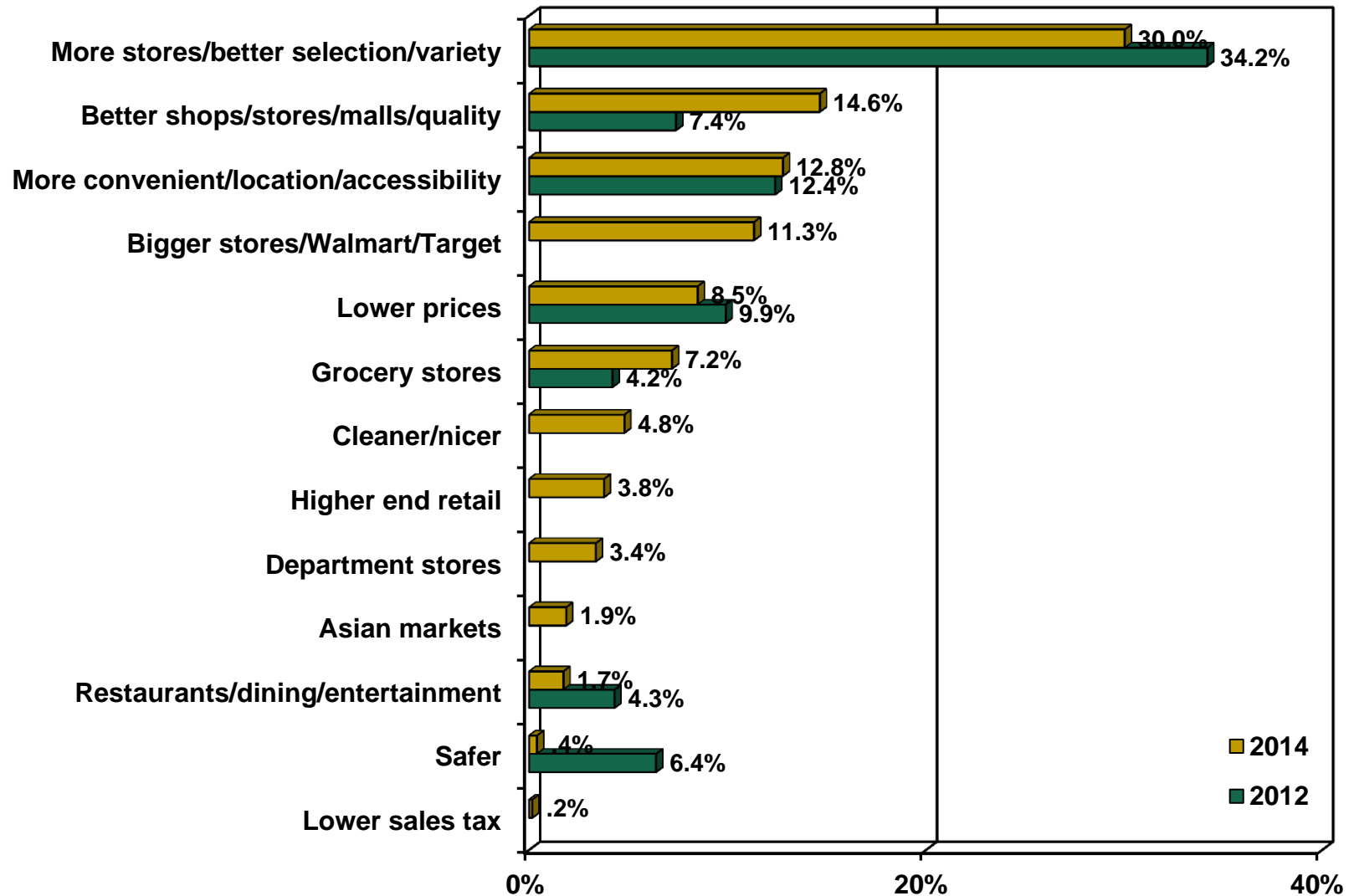
Q9. Contributing Factors to Negative Image (Continued)



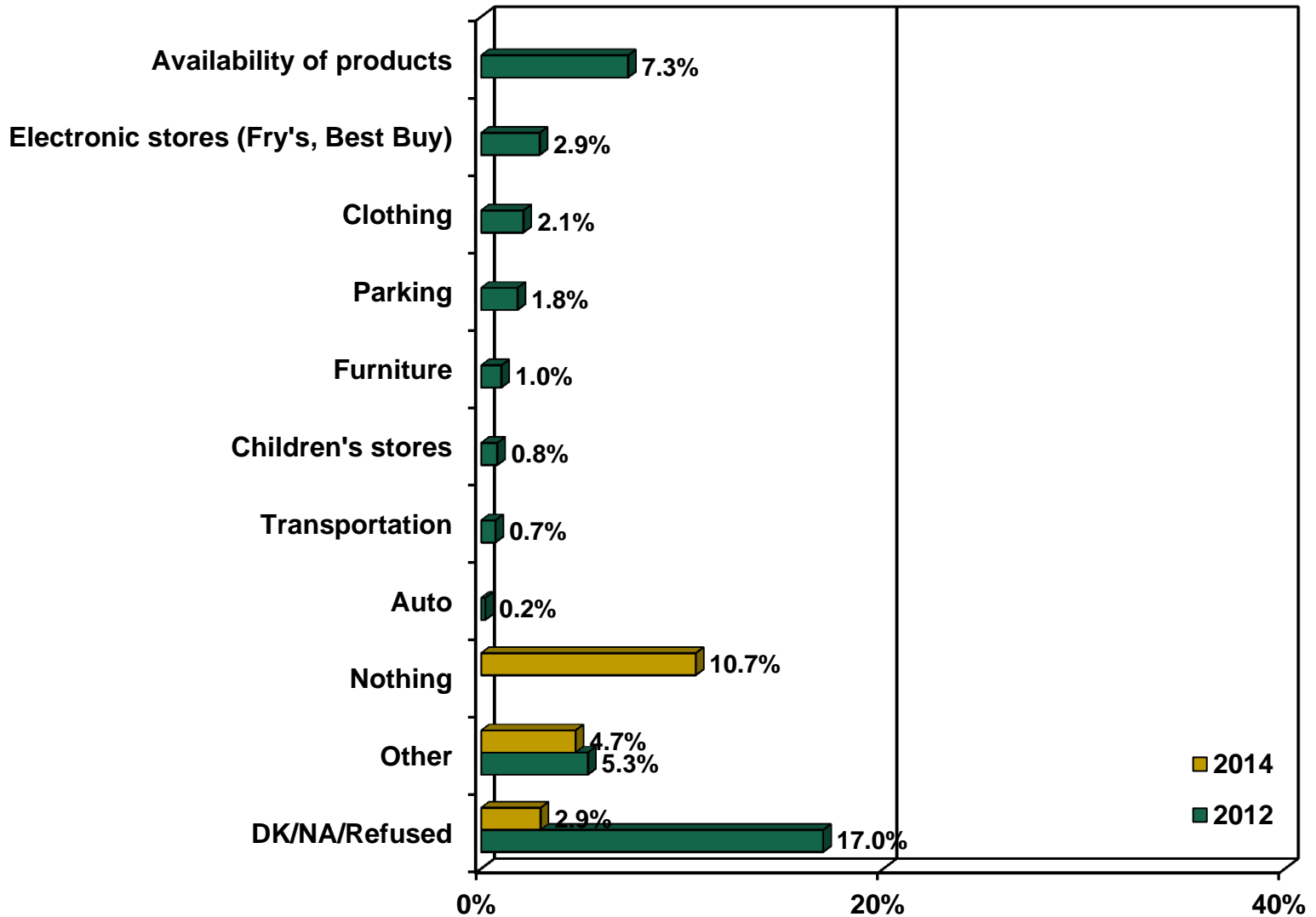
Q10. Where Residents Shop



Q11. Factors That Would Increase Shopping in Hayward



Q11. Factors That Would Increase Shopping in Hayward (Continued)



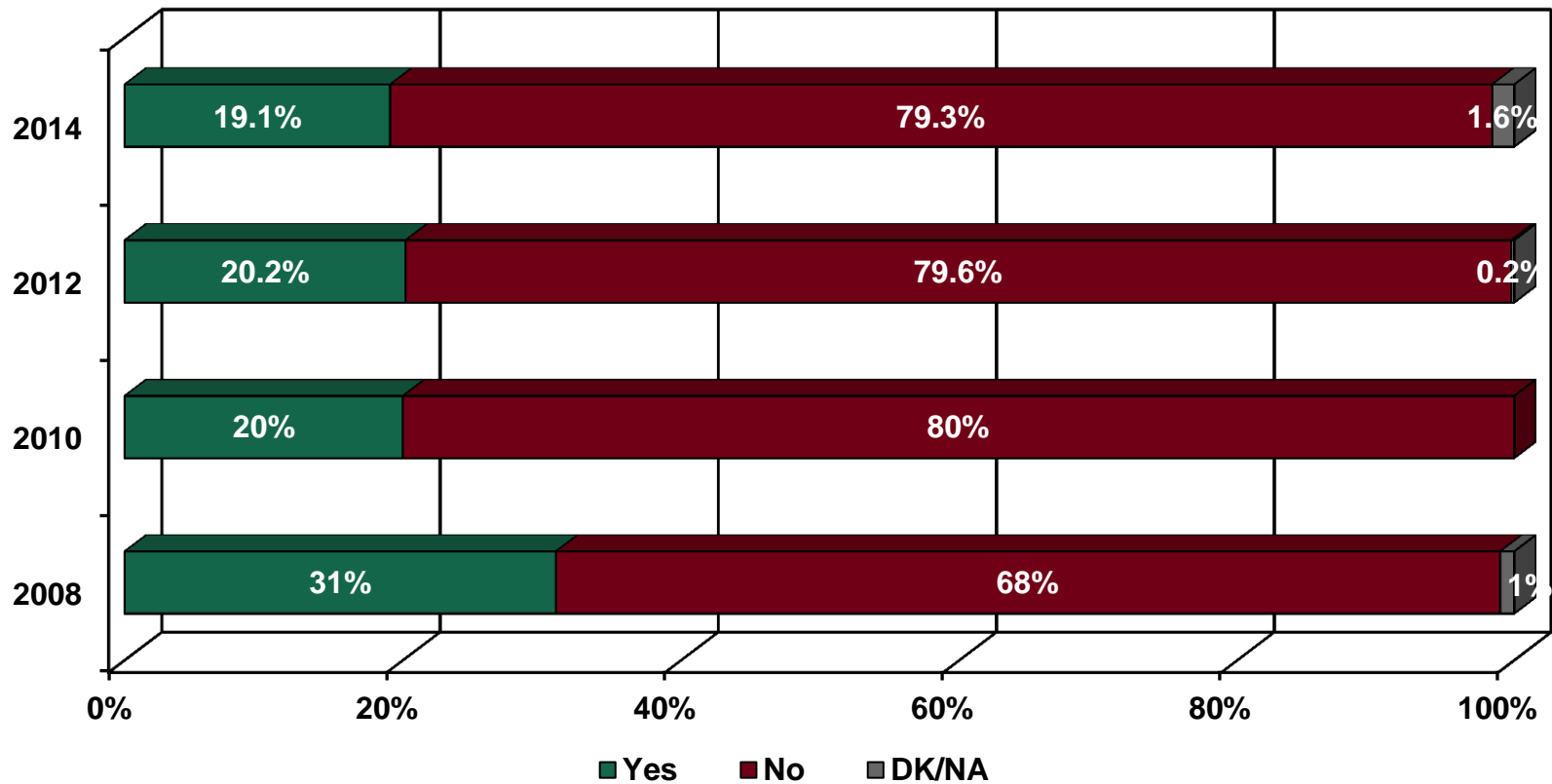


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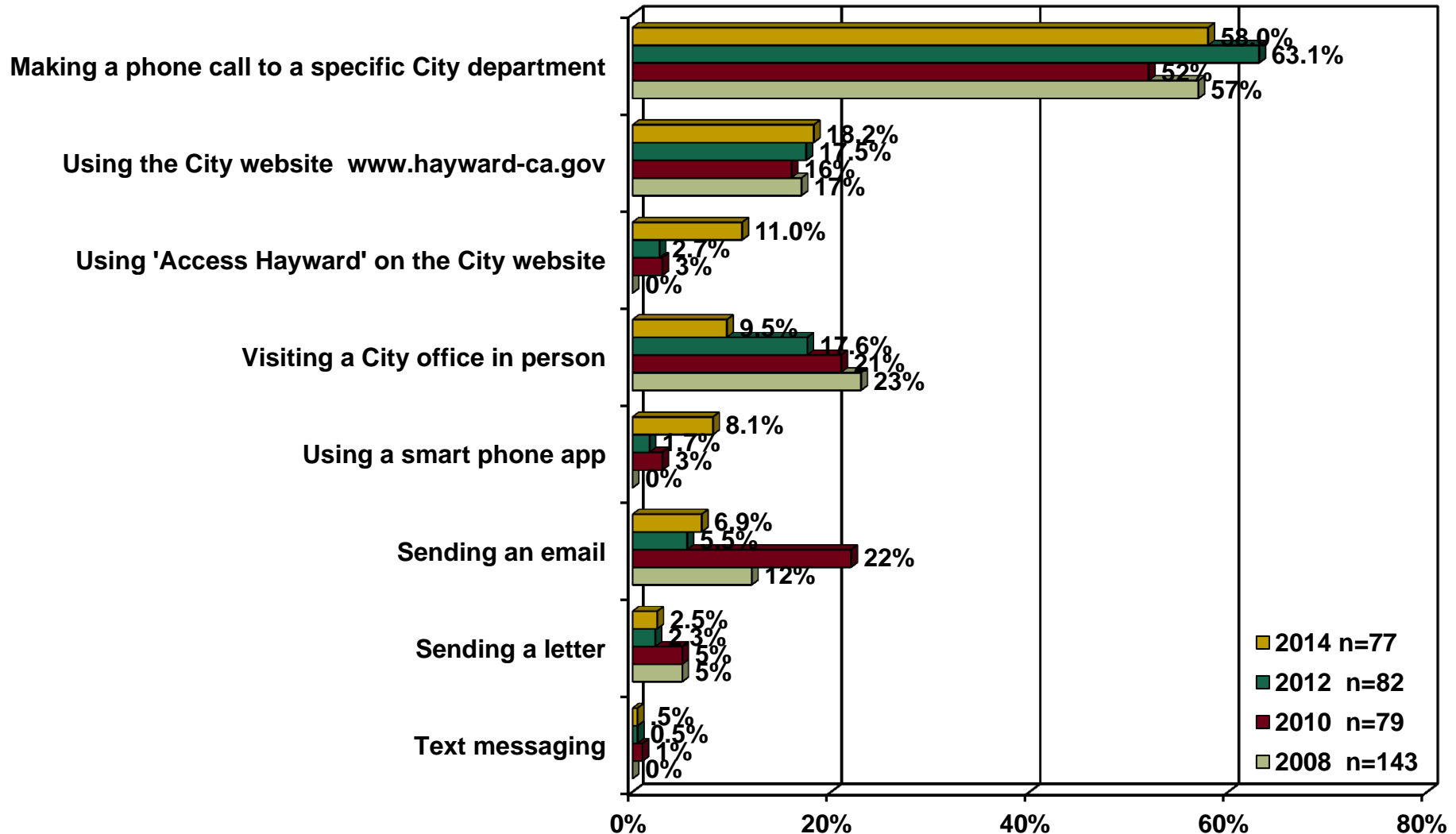


Contacting the City and Customer Service

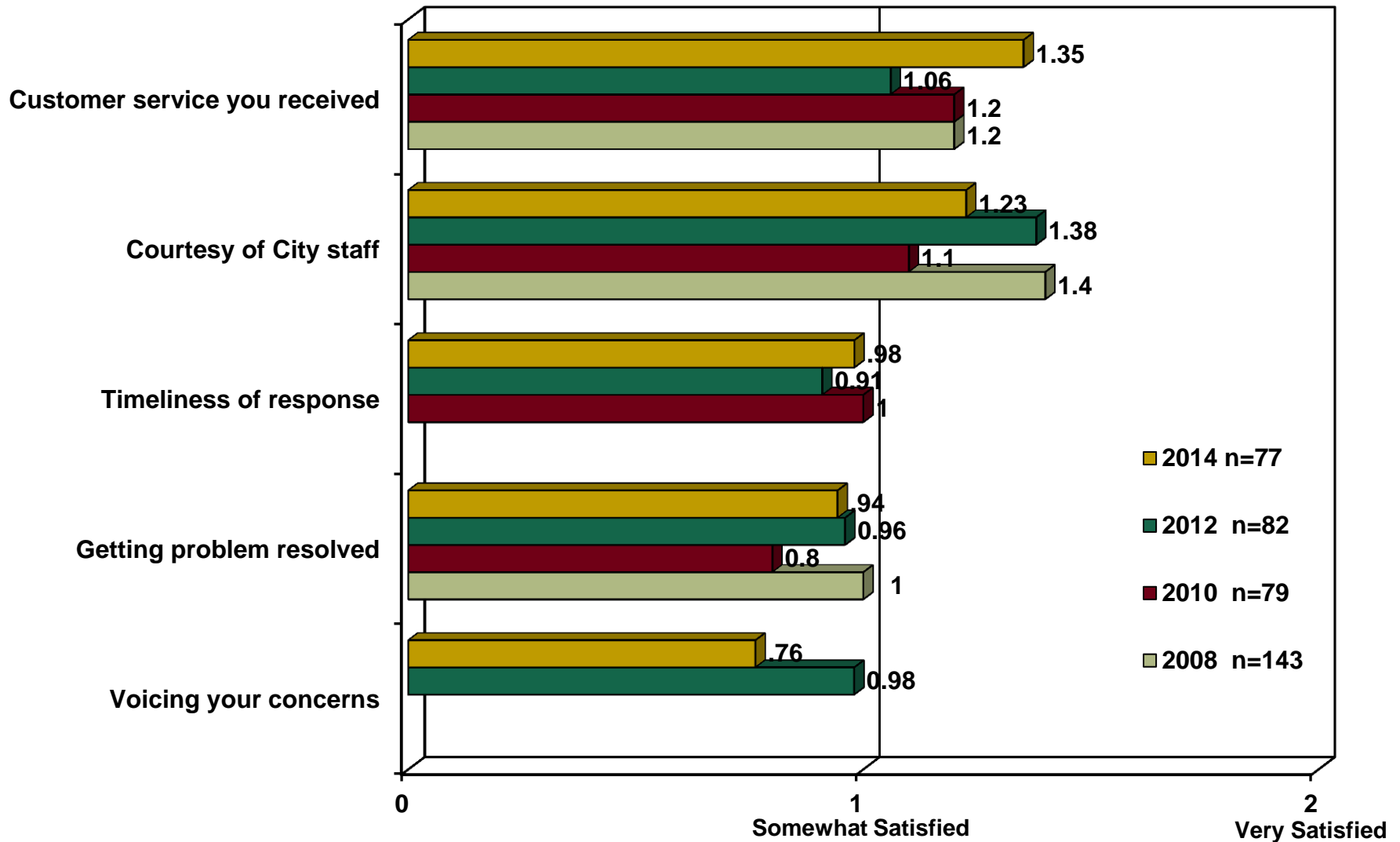
Q12. Contacting the City



Q13. Methods Used to Contact the City

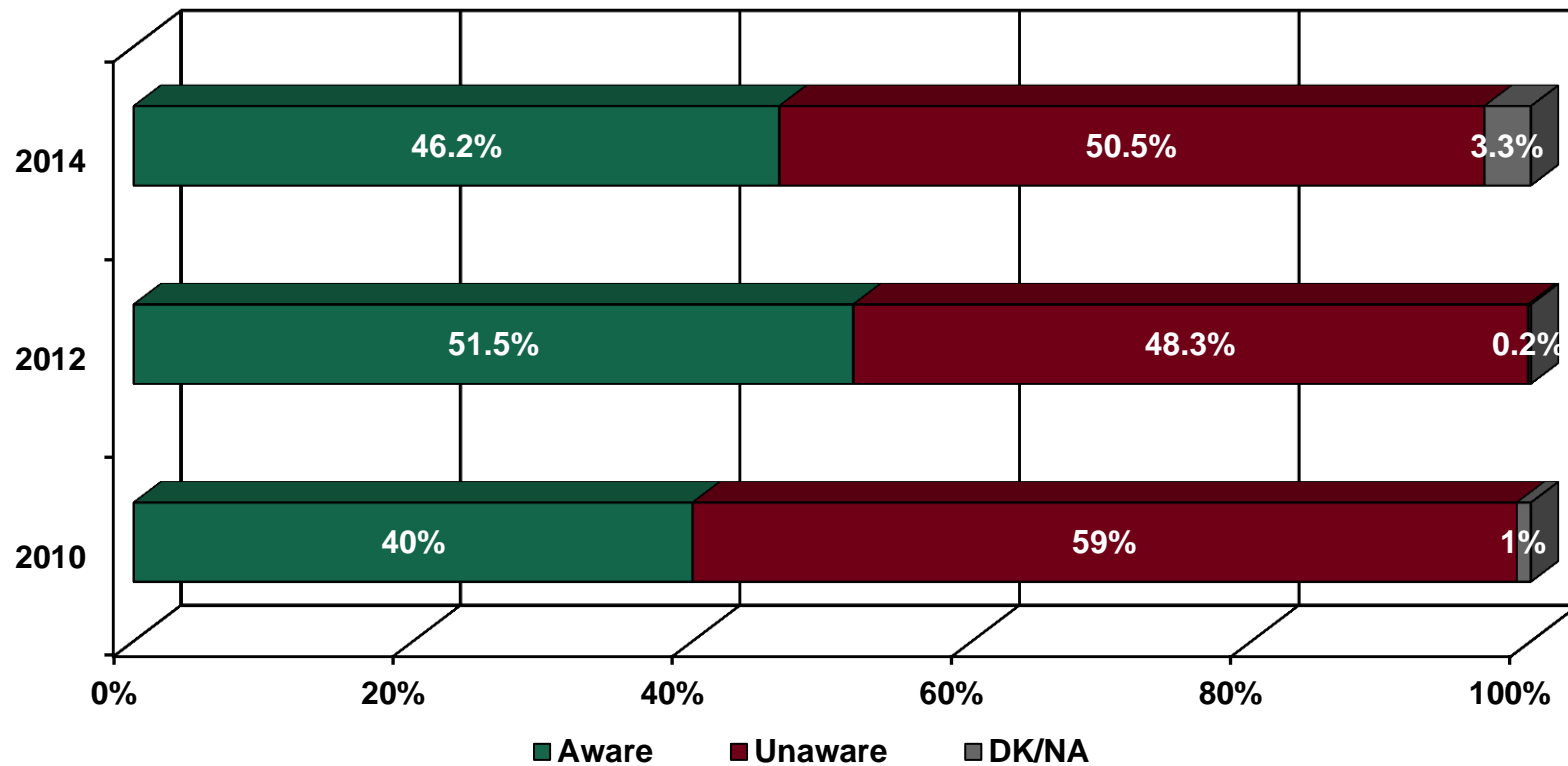


Q14. Customer Service Ratings



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

Q15. Awareness of City Council Meetings



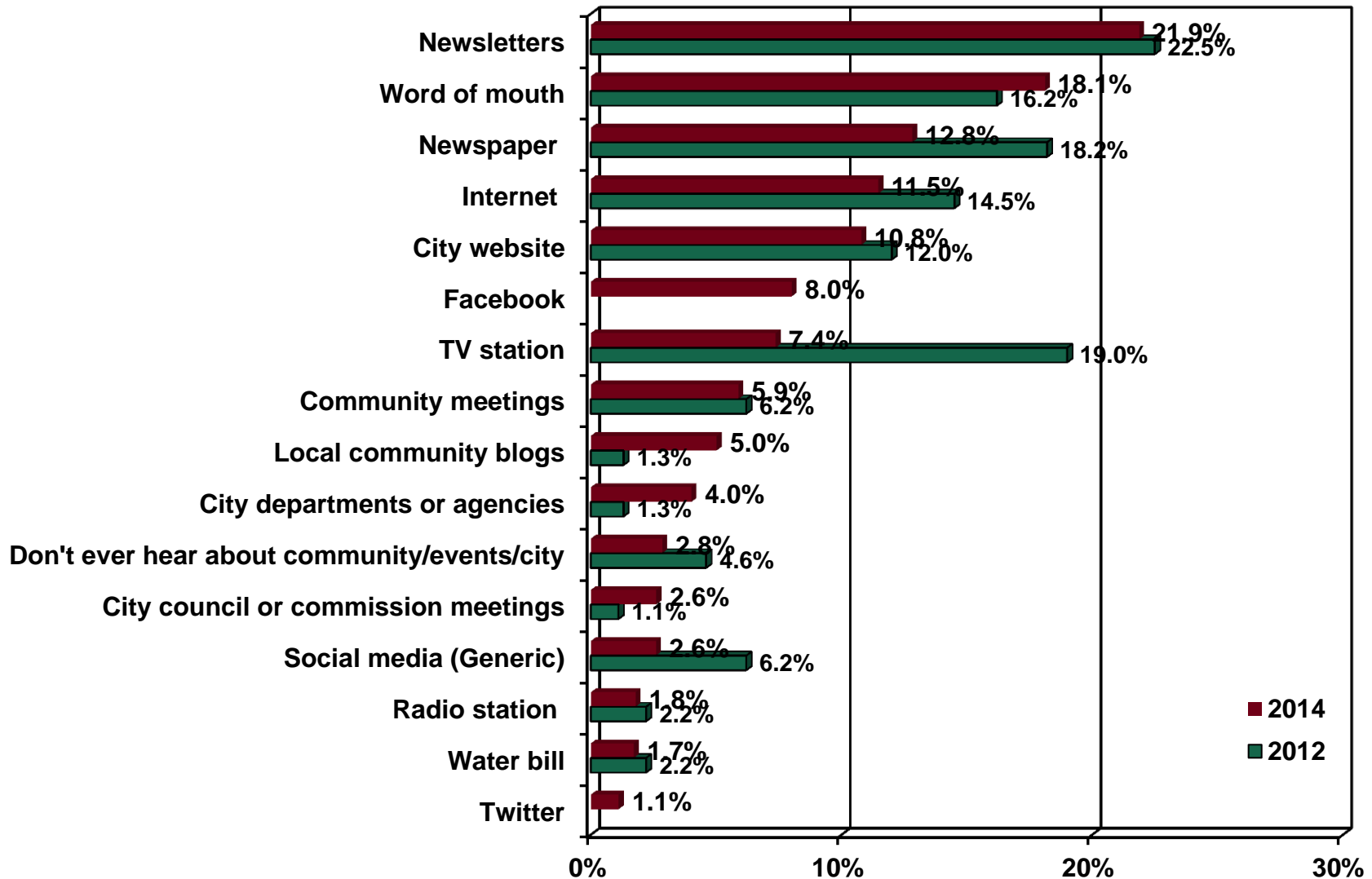


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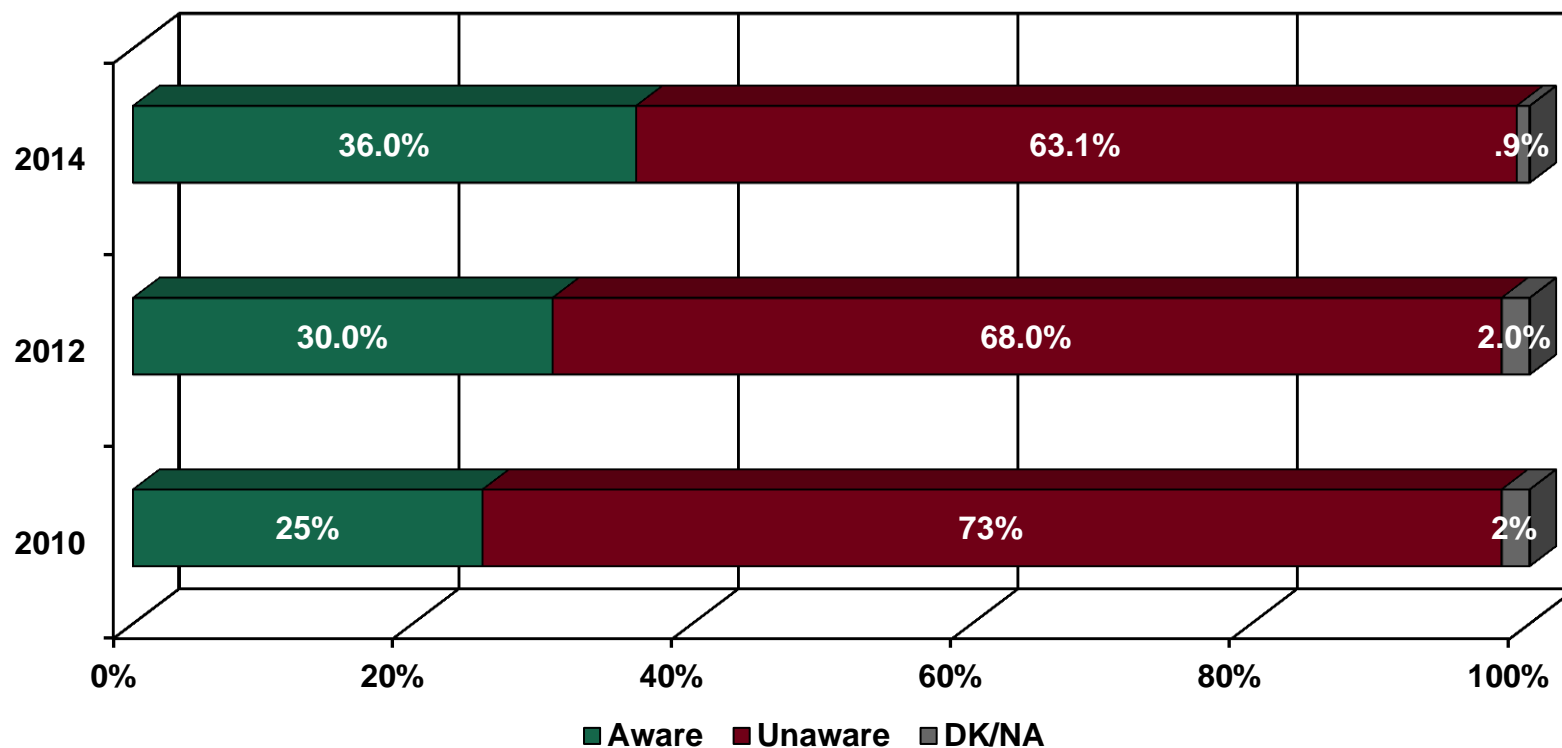


Communication and Public Information

Q16. Information Sources for Local Community, Events and City Government



Q17. Awareness of “Access Hayward”

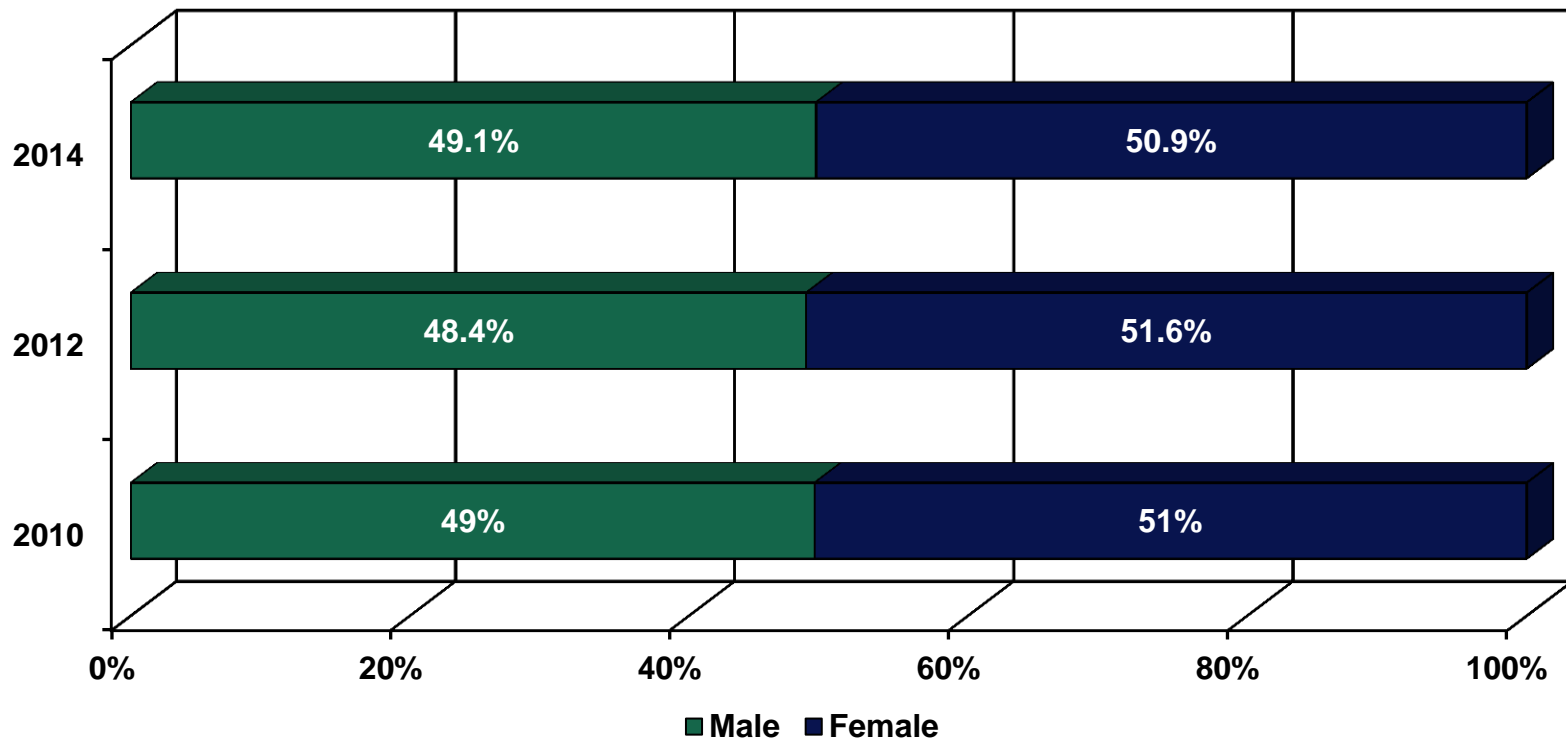


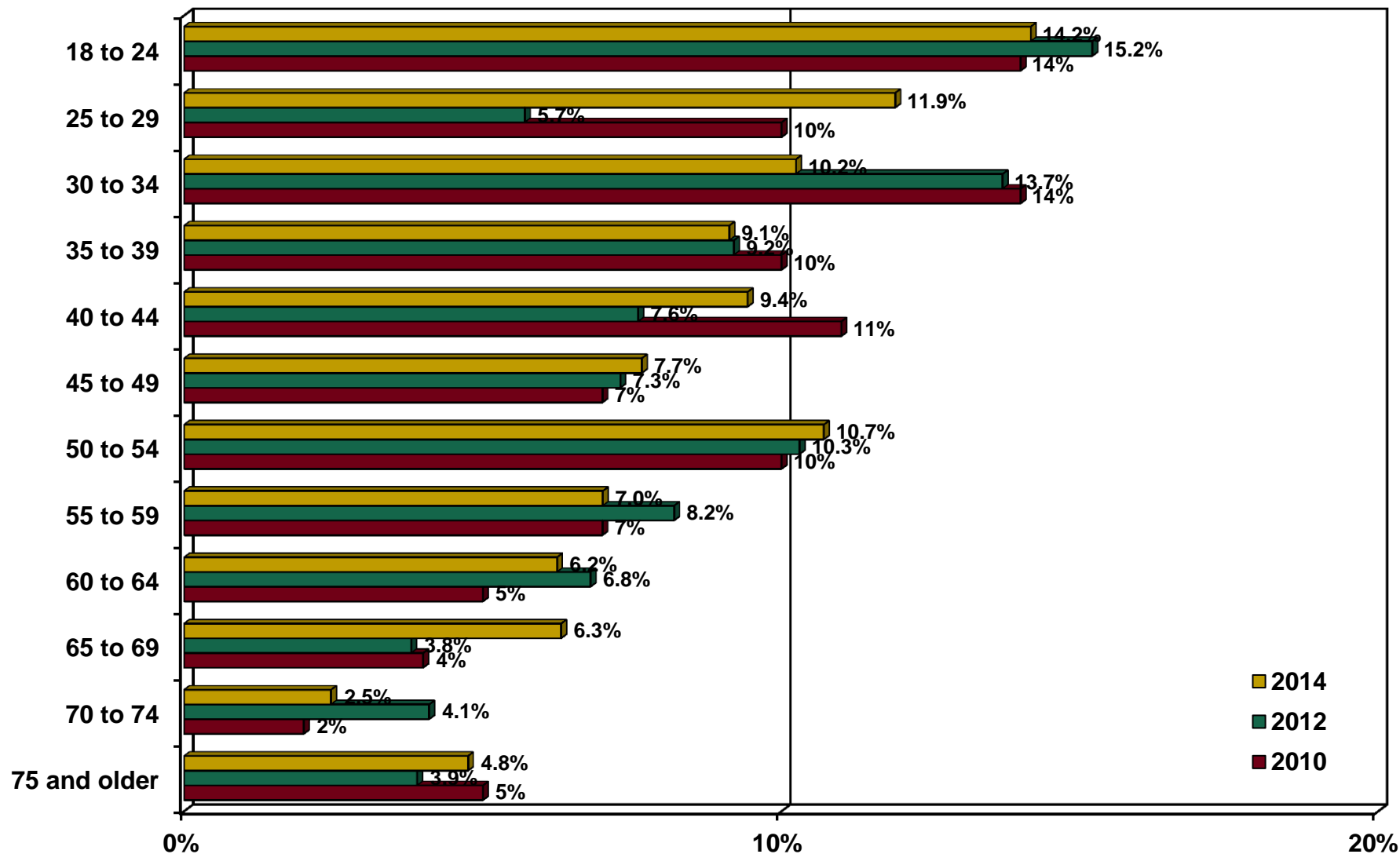


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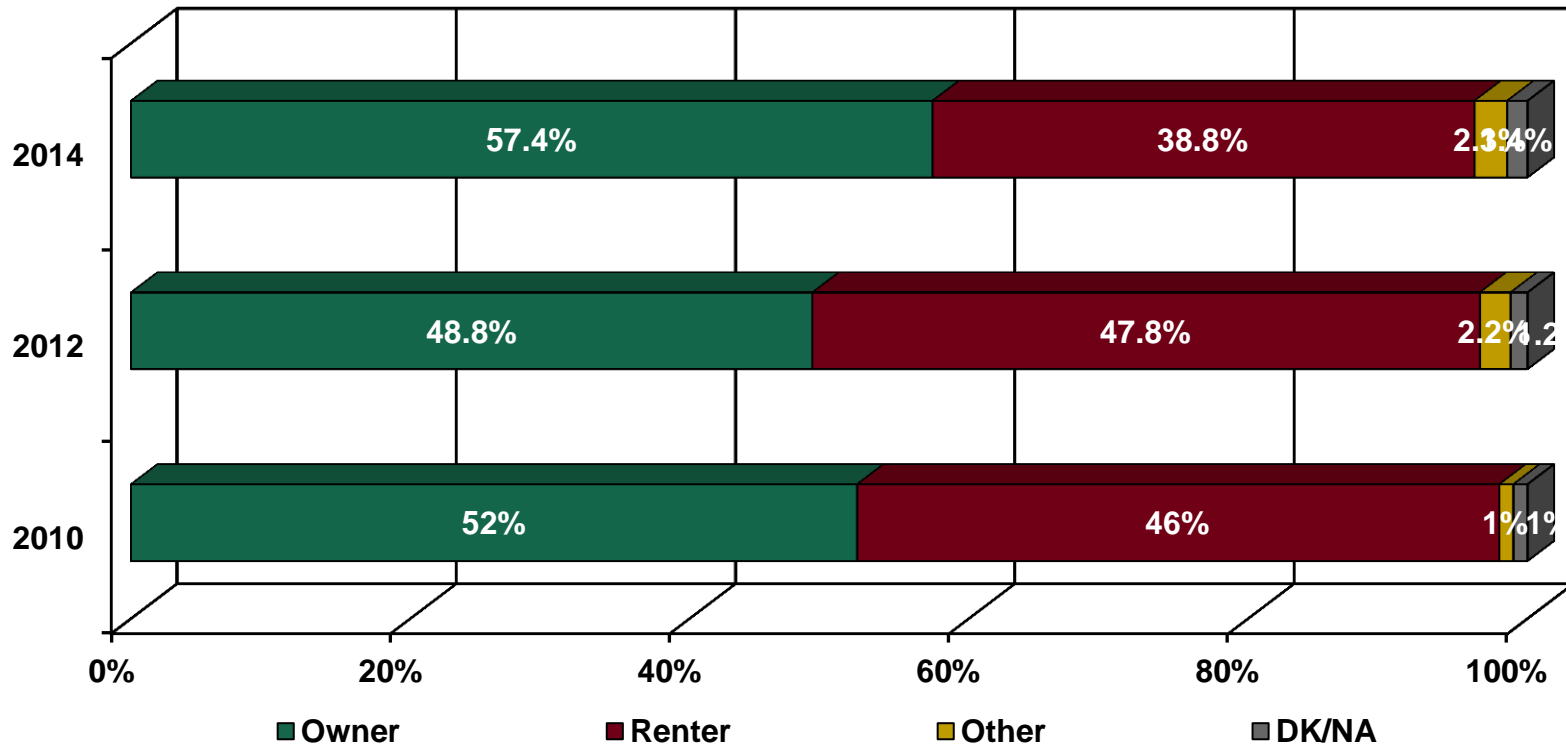


Appendix A: Additional Respondent Information

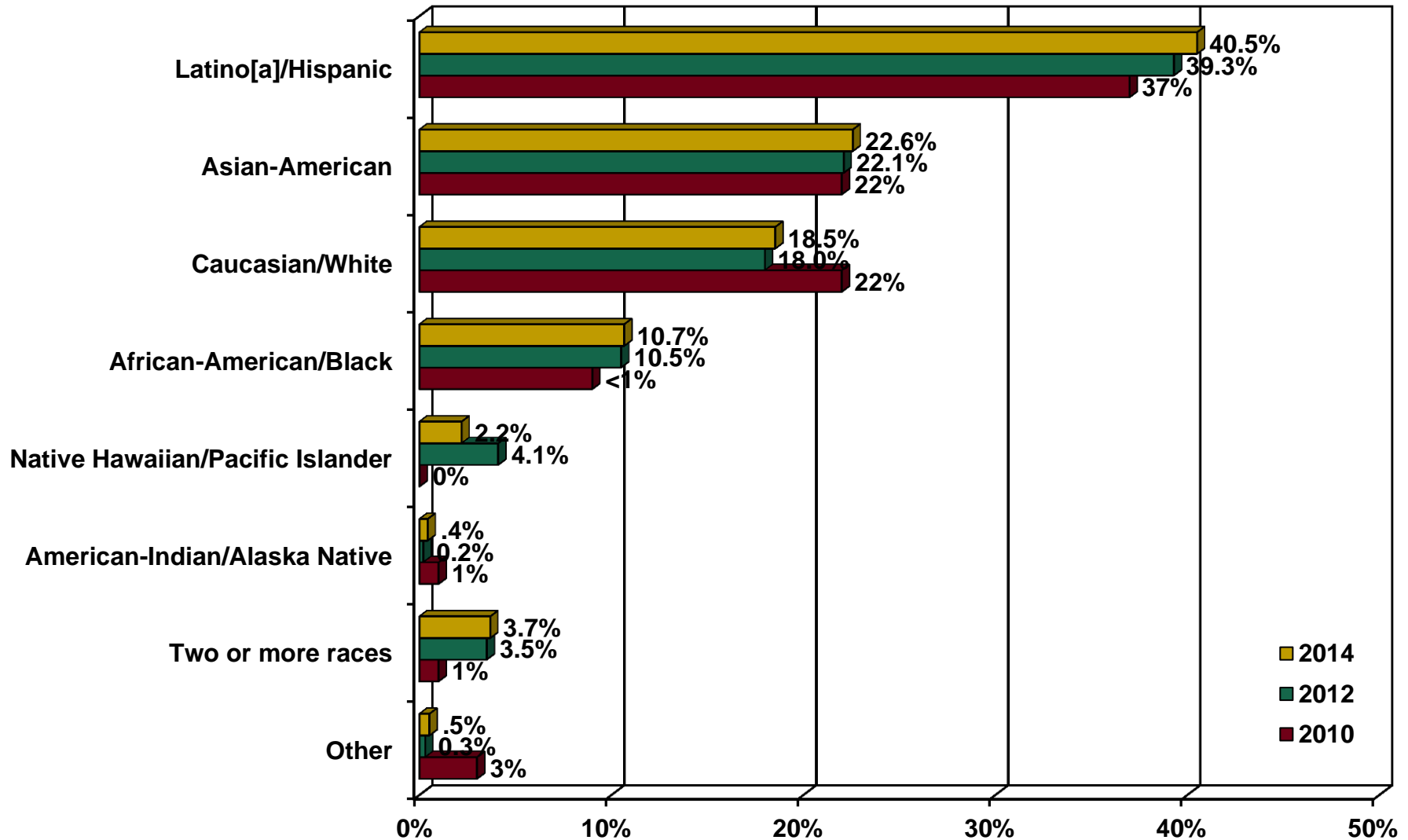




Home Ownership



Ethnicity





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